



CONFERENCE AND
MARKET PLACE OF IDEAS

SUSTAINABLE TOURISM FOR RURAL DEVELOPMENT

REGISTER NOW!



FEBRUARY 14-15, 2019
BERGAMO - ITALY



We again bring together the stakeholders from two of the most relevant sectors for the European economy: **tourism and agriculture!** This edition focusses on the Planning Period 2021-2027 and the implementation of the new CAP - Common Agriculture policy.

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Tourism is an important part of the European economy. Rural territories are the base for agriculture, but also offer a wide array of assets and resources for recreation not yet used or that remain undetected.

This conference is a step to broaden the view and unleash the full rural potential for leisure through a holistic approach. It includes hospitality, agriculture, food and wine, gastronomy, culture, environment, active tourism, and any other relevant aspects and agriculture or tourism sector organizations.

- The total contribution of Travel and Tourism to European GDP in 2017 was 9.9%, while it is estimated that this will increase by 2,7% for the end of 2018.
- Out of all EU territory, 92% is considered rural or peri-urban, which provides a wide range of resources and public goods for its 743 million inhabitants.

The conference includes four sessions:

- **Challenges for rural areas:** digitalization, demography and ageing, accessibility
- **Opportunities:** Nature parks, landscape, new markets and sales channels for local produce, communication
- **Ways forward:** Smart territories, new focus of the Common Agriculture Policy, local and cross-sectorial cooperation
- **High-Level Roundtable** with representatives from national government, European farmers, rural development, and tourism organisations

They are discussed in a moderated panel, combined with best-practice cases from Europe and Italy. Participants engage with STRD2019 through the **Marketplace of Ideas** in the foyer, where participants shall vote for the three most inspiring cases.

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